RJ REYNOLDS

TOBACCO COMPANY

COPY

J. CAMPBELL / ROU 1610
PROMOTIONAL COORDINATOR

6899 MAIN STREET
WILLIAMSVILLE, NY 14221
(716) 634-4179
FAX (716) 634-3145

November 12, 1997

RJR Account #129850
Mr. J. Smith
COOK WHOLESALE

WINSTON .70¢ OFF 2-PACKS / TEAR TAPE PROMOTION #800008

Dear Jeff:

WINSTON .70¢ OFF 2-PACKS SPECIAL OFFER TEAR TAPE PRODUCT has been ordered (see quantities listed below), as well as 15 SKUs of preassembled Counter Displays (Item #536285) to pack the above promotion for your participating retail accounts. All additional pertinent promotional information is listed below:

#/ (6M) Cases Promoted Product	Brand Styles	UPC Code
1	*Winston Filter Box*	12300-24876
1	*Winston Light Box*	12300-22772

Product / Premium Arrival:	**December 8, 1997**
Ship Date to Retail:	**Week of: January 5, 1998**

Displays (Item #536285)

SKU CUBE:	**0.8260**
SKU WT (w/o Product):	**1.5000 lbs**
Retail Sales Offer per Sku:	**20 units**
Billing per Sku:	**4 Full Price Cartons**
EFT $ Amount:	**$550.31**

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Source: https://www.industrydocuments.ucsf.edu/docs/xjny0000

.70¢ 2-Pack Tear Tape
COOK WHOLESALE

Promotion Description:
Utilize 40-Pack Shipper Display. Place 2 packs in each sleeve (20 2-pack offers per Display) and ship to retail. Each Shipper Display should contain 20 2-Pack units; 2 cartons each: *Winston Filter Box and Winston Light Box.*

SHIP NUMBER OF DISPLAYS AS INDICATED ON THE ATTACHED CUSTOMER LIST

A list of accounts authorized to receive packed displays is attached. RJR will reimburse you $28.00 per **live 12M** case for all displays packed and shipped to retail on a timely basis. This equates to **$28.00 (1 (12M) case(s) @ $28.00)**. Payment will be made as soon as possible once verification is received that all displays have been shipped to retail.

As always, thanks for your assistance in the marketing of our products.

Sincerely,

Judy

J. Campbell
Promotional Coordinator / 1610
/jc
cc: 162602
L. E. MacWilliams

Note to RJR Manager:
Upon verification of shipment to retail, notify Judy (#1610) for payment distribution to account.

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Source: https://www.industrydocuments.ucsf.edu/docs/xjny0000

WHOLESALER : 129850 COOK WHOL. OF MEDINA, INC <DIRECT>
TEMPLATE : 800008 80100 WIN JAN .70/2 NO
TEMPLATE SEQ : 0022
SALES LEVEL : 16XXXX

TERR	RETAIL	ACCT	NAME	ADDRESS	CITY	ST	ZIP	QTY	TAX	CHAIN-ID	SUPPLIER	ACCT PHONE #
162602		492193	JPS FARM MARKETS	16672 STATE ROUTE	HOLLEY	NY	14470	1				(716)638-5100
162602	162622	703259	CURVINS NEWS	540 MAIN ST	MEDINA	NY	14103	1				(716)798-4745
162602	162621	268699	A N G MARKETS INC.	7127 BUFFALO RD	CHURCHVILLE	NY	14428	1				(716)293-2920
162602	162225	397797	BELLS #2130/F	121 N CENTER ST	PERRY	NY	14530	1				(716)237-2910
162602	162622	397933	JUBILEE #367	342 E CENTER ST	MEDINA	NY	14103	1				(716)798-1285
162602		779212	TOWN PUMP GEN.STORE	1080 WASHINGTON S	SPENCERPORT	NY	14559	1				(716)594-9273
162602	162622	398019	SCHMITT'S MKT	11279 RIDGE RD	MEDINA	NY	14103	1	NYS			(716)798-0048
162604	162225	268928	NUNDA JUBLIEE	9045 STATE ST	NUNDA	NY	14517	1				(716)468-2220
162604		697358	STEW'S GROCERY	18 E MANITOU RD	ROCHESTER	NY	14612	1				(716)227-4898
162604	162630	035864	NORTH GREECE GAS	3570 LATTA RD	ROCHESTER	NY	14612	1	NYS			(716)392-9921

PAGE BREAK TOTAL ACCOUNTS 10 TOTAL QUANTITY 10

TEMPLATE TOTAL ACCOUNTS 10 TOTAL QUANTITY 10

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WHOLESALER PACKING INSTRUCTIONS

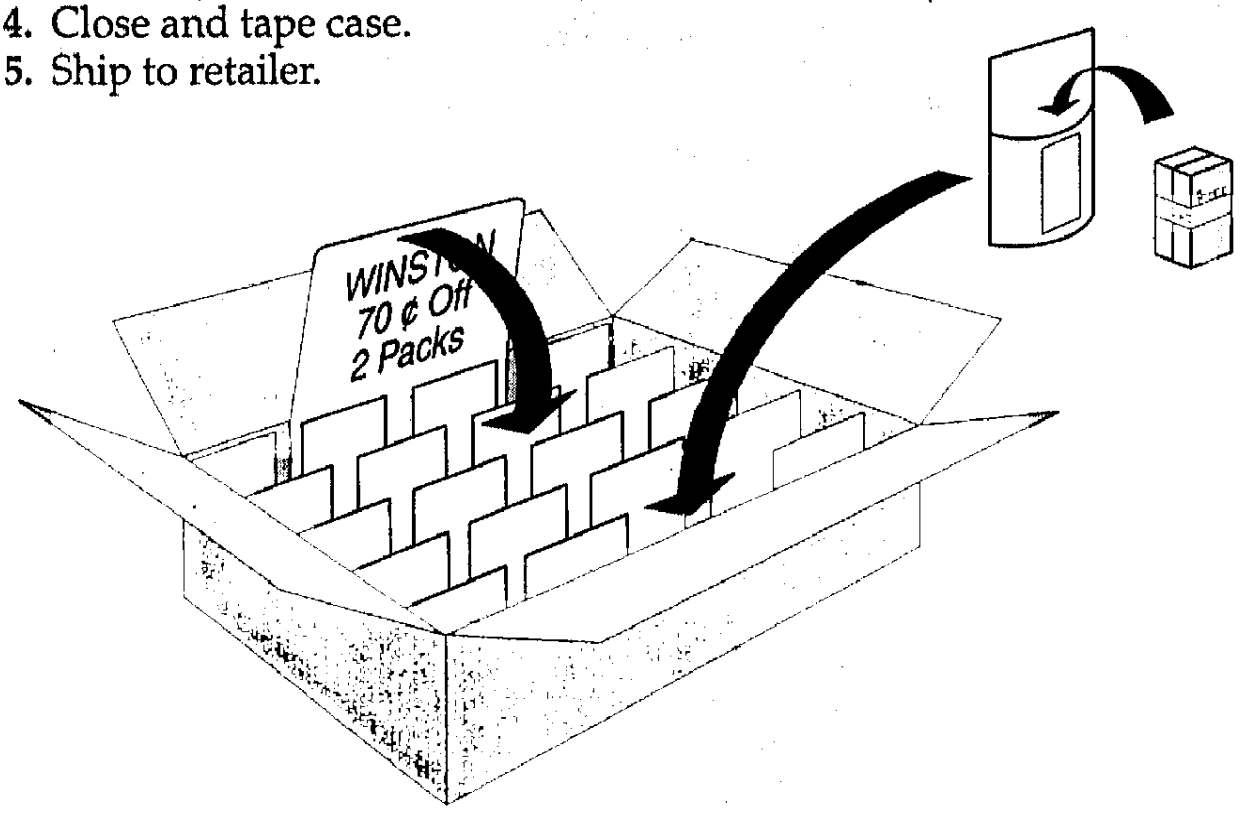
VALUE ADDED PROMOTIONS | **1ST QTR.'98**

January WINSTON .70/2 PK

(70 cents off 2 packs)

STEPS

1. Open WINSTON .70/2 PK shipping case.
2. Place 2 packs of Winston "Special Offer" Tear Tape product (same brand style) in each sleeve. **Promotional product is in white cartons, utilize 2 cartons FF Box and 2 cartons LT Box.**
3. Fold display header card down.
4. Close and tape case.
5. Ship to retailer.



Item: # 536285
Description: WINSTON .70/2 PK / POS Kit

Brand Style	FF Box	LT Box				
Number of Cartons	2	2				

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